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March 25, 2017

Los Angeles City Council
c/o Office of the City Clerk
City Hall, Room 395
Los Angeles, California, 90012

Attention: PLUM Committee

Dear Honorable Members:

RE: VINYL REPLACEMENT OF PAINTED WALL SIGNS

On February 3, 2017, the Planning and Land Use Management (PLUM) Committee instructed the Department of Building and Safety (LADBS), with the assistance of the Department of City Planning, to report back with an analysis of code amendments necessary to allow vinyl replacement of Barry Blue painted wall signs consistent with the option described in the DCP report dated January 27, 2017.

LADBS recognizes 10 painted wall signs that were believed to have been painted originally by the muralist Barry Blue around the time of the Summer Olympics in 1984. The signs remained without building permits until 1992 when permits were issued for painted wall signs with off-site advertising. At the time of permit issuance, the signs were considered pre-existing non-conforming to code, and they have enjoyed a non-conforming status since that time. Changes of copy have been accomplished by painting the new sign copy in order to maintain the non-conforming status. These off-site signs are listed in the following table.

Address	Permit Number	Size	Orientation	Special Ord.
1637 N. Vine St.	92LA86471	85' x 46'	South Wall	Sign District
6253 W. Hollywood Blvd.	92LA86470	110' x 70'	East Wall	Sign District
424 S. Broadway	92LA86473	90' x 46'	North Wall	Sign District
1200 S. Santa Fe Ave.	92LA86474	25' x 60'	South Wall	CRA

1801 S. Grand Ave.	92LA86477	25' x 60'	West Wall	CRA
3625 S. Grand Ave.	92LA86472	70' x 100'	South Wall	CRA
1608 E. 15 th St.	92LA86476	20' x 60'	West Wall	CRA
1608 E. 15 th St.	92LA86475	20' x 60'	East Wall	CRA
939 S. Figueroa St.	92LA86469	90' x 140'	North Wall	CRA
155 W. Washington Blvd.	92LA86468	100' x 81'	East Wall	CRA

These signs are very large ranging in size from 1,500 square feet to 12,600 square feet and exceed the maximum sign area allowed by the current code. Further, wall signs are not allowed to have off site advertising as they must be used only for on-site advertising. By changing these large painted wall signs to printed vinyl converts the signs into Supergraphics by definition. The definition of a Supergraphic Sign per Section 14.4.2. of the Los Angeles Municipal Code (LAMC) reads as follows:

Supergraphic Sign. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of this Code: Sections [14.4.10](#); [14.4.16](#), [14.4.17](#); [14.4.18](#); and/or [14.4.20](#).

Supergraphics are prohibited by Section 14.4.4.B.9 of the LAMC which states in part as follows:

B. Prohibited Signs. Signs are prohibited if they:

9. Are supergraphic signs.

EXCEPTIONS: This prohibition shall not apply to supergraphic signs that are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.

As previously stated, off-site signs are prohibited by Section 14.4.4.B.11. of the LAMC which states in part as follows:

B. Prohibited Signs. Signs are prohibited if they:

11. Are off-site signs, including off-site digital displays, except when off-site signs are specifically permitted pursuant to a relocation agreement entered into pursuant to California Business and Professions Code Section 5412. This prohibition shall also apply to alterations, enlargements or conversions to digital displays of legally existing off-site signs, except for alterations that conform to the provisions of Section [91.6216](#) and all other requirements of this Code.

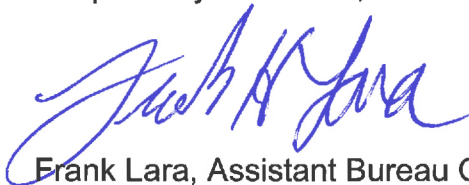
EXCEPTIONS: This prohibition shall not apply to off-site signs, including off-site digital displays, that are specifically permitted pursuant to a legally adopted specific plan, supplemental use district or an approved development agreement.

As stated in the prohibition language, the prohibition shall apply to new signs and alterations of existing off-site signs.

The LAMC requires that a building permit be obtained to convert these walls signs into supergraphics. In order for LADBS to issue permits allowing the 10 proposed sign conversions to Supergraphics with off-site content, relief must be granted from these two prohibitions. In addition to the two prohibitions, which are applicable to all ten signs, some of the signs are located in a "Specific Plan", "Sign Use District" or "CRA" areas. Approval of the Supergraphics should be consistent with those underlying requirements as deemed appropriate by the Department of City Planning.

This report pertains only to the ten signs listed. Other large painted wall signs or murals will have to be evaluated separately.

Respectfully submitted,



Frank Lara, Assistant Bureau Chief
Los Angeles Department of Building and Safety